

# **EXHIBIT W**

8/18/2017

Jenny Johnson | Professional Profile



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Jenny Johnson

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Currently seeking a new opportunity in product development, operations, client success, account management.  
Greater Denver Area | Internet

Previous	RevLive, ROI Runner & RevMountain, Media Breakaway
Education	Texas Tech University
Recommendations	1 person has recommended Jenny
Websites	Company Website

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Summary

When you’re working with people and their businesses, a strong mix of skills is always essential. My limitless passion, thought leadership and creative execution mean I bring my clients measurable value year after year. My 15+ years of experience in online marketing, including sales, product development, email, customer service, and optimization allow me to look at the limitless potential to earn you revenue – and execute it . My proven track record of success comes from dynamic, hands-on experience in this industry.

Experience

Operations

RevLive  
March 2014 – August 2017 (3 years 6 months)  
RevLive- Customer Service Contact Center

- Oversee call centers across the globe and contractually guarantee and met a 90 second average hold time across all clients while maintaining profitability
- Managed all aspects of Operations, Revenue, Gross Margin, Profitability, Operating Income, Cash Flow, Accounting, HR, Sales, Tech, Design, Go Live, QA, Account Managers
- Responsible for the full product development and management of RevLive software
- Defined all functionality and technical specifications for reps, accounting, internal users and clients
- Oversaw all aspects of project progression, scheduling projects, setting deadlines, and monitoring the progress of each project
- Implemented new technology upgrades for customer service reps that cut down on errors and handle time
- Evaluated new products for viability, resources, profitability, ROI, timeliness and market opportunity.
- Developed reporting tools to enable faster and easier performance analysis and identification of areas of opportunity and risk
- Implemented new technology upgrades for customer service reps that cut down on errors and handle time.
- Developed reporting tools to enable faster and easier performance analysis and identification of areas of opportunity and risk

Vice President of Operations - ROI Runner & RevMountain

ROI Runner & RevMountain  
January 2012 – March 2014 (2 years 3 months)

- Oversaw all aspects of project progression, scheduling projects, setting deadlines, and monitoring the progress of each project
- Business development, acquired new customers and advertisers
- Analytical Intensive Role

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First Name

Last Name

Q

Example: Jenny Johnson

Jenny Johnson  
United States

Jenny Prosser Johnson  
Vice President of Conferences & Sales at LeadingAge Minnesota  
United States

Jenny Crawford  
United States

Jenny (Anderson) Johnson  
Partner Lead, CPG - MaxPoint Solutions  
United States

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United States

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**Vice President - Special Projects**

Media Breakaway  
June 2006 – January 2012 (5 years 8 months)

- Product Development of Theparkingplace.com software system, all functionality and reporting of the platform
- Launched a domain registrar, provided domain and website set up for customers
- Responsible for the email division, developed relationships with ISP's to determine best practices mailing guidelines
- Managed launches of new products for our mobile campaigns
- Evaluated new projects / verticals for viability, resources, profitability, ROI, timeliness and market opportunity.
- Designed marketing materials, websites, email campaigns for all new products and companies



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**Ecommerce Systems Manager**

Video Professor  
2003 – 2006 (3 years)

- Developed new ecommerce tool that allowed optimization of landing pages, paths, creative, and price points in an expeditious fashion
- Developed reporting that allowed drilldown into explicit detail regarding offers, orders, and customer behavior
- Coordinated with all Video Professor departments to ensure that every component of the new system functioned properly in conjunction with current Video Professor processes and billing systems
- Developed VP Flex, a new customer service site for our in-house customer service reps
- Responsible for implementing the functionality required for exits, upsells and bonus offers and the ongoing analysis of their effectiveness
- Development and implementation of the Kids Software Savers program
- Development and implementation of the Identity Theft Prevention program
- Launched retention email program

**Skills**

- Online Advertising    Affiliate Marketing    Online Lead Generation    Lead Generation
- PPC    E-commerce    Mobile Marketing    Email Marketing    SEM
- Search Advertising    Customer Acquisition    Affiliate Management    Commercial Lending
- Credit    Analytics    [See 35+](#)

**Education**

**Texas Tech University**  
BBA, Marketing & International Business  
1996 – 2000

**Recommendations**

A preview of what LinkedIn members have to say about Jenny:

“ Jenny is an integral member of the Media Breakaway organization. Not only is she willing and able to handle every project that comes her way, but she also has a ke...  
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<https://www.linkedin.com/in/jennyjohnson3>

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